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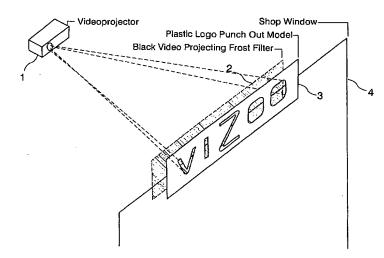
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(54) Title: A METHOD AND AN ARRANGEMENT FOR ADVERTISING OR PROMOTING



(57) Abstract: A method of advertising or promoting that comprises the step of projecting a light pattern having one or more illuminated areas onto a visible surface or screen (3), and wherein the light pattern defines a message or announcement area (3). Still and for motion pictures (5) are projected into said illuminated areas. Further, an advertisement or promotion arrangement is disclosed, which comprises means for projecting (1) a light pattern comprising one or more illuminated areas defining a message or announcement area (3). The arrangement comprises a visible surface or screen (3) onto which said light pattern is projected and means for projecting (1) still or motion pictures (5) into said illuminated areas.